

KVBC PUBLIC SERVICE ANNOUNCEMENTS

January 2002

Adult Issues

Spot Title	Count /	Growth	Education	Crime	Lifestyle	Economics	Spot Length
KVBC/Al-Anon	2			X			:15
KVBC/Ala-Teen	1			X			:15
KVBC/Baby Your Baby	11				X	X	:30
KVBC/BEST Coalition - D is for Dumb	1		X				:30
KVBC/BEST Coalition - Grow Up	2		X				:10
KVBC/BEST Coalition - Smoke	4				X		:20
KVBC/CC Fire Department	1			X			:30
KVBC/CCSN	1		X				:15
KVBC/Class - Got Class	13		X				:30
KVBC/Fraternal Order of Police	13	X					:30
KVBC/FOP - Safe Haven Drop	13			X	X		:30
KVBC/FOP - 9/11 Thanks	1		X				:30
KVBC/Lowell Observatory	1		X		X		:20
KVBC/LV Natural History Museum	2		X		X		:30
KVBC/LVMPD	8			X			:15
KVBC/Make-A-Wish	31				X		:30
KVBC/Narcotics Anonymous	1			X			:10
KVBC/NV Prepaid Tuition	1		X			X	:15
KVBC/Safe Nest - TADC	1			X	X		:30
KVBC/St of NV/Family2Family	1				X		:15
KVBC/United Blood	6	X					:15
KVBC/United Way	8	X					:30
KVBC/UNLV Boyd School of Law	15		X				:30
KVBC/Community Billboard*	3	X	X	X	X	X	:60
KVBC/Community Billboard*	8	X	X	X	X	X	:30
Total	149						

KVBC Denotes Co-Sponsorship

* A 30-second Community Billboard airs five days a week, with three items of community interest. A 60-second Community Billboard airs seven days a week, with six items of community interest. Copies of the Community Billboards are attached to the back of this report.

KVBC PUBLIC SERVICE ANNOUNCEMENTS

January 2002

Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>PPressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/Ala-Teen	1	X				:15
KVBC/BEST Coalition - Praise	2	X				:20
KVBC/BEST Coalition - Praise	1	X				:15
KVBC/BEST Coalition - Grow Up	2	X				:10
KVBC/BEST Coalition - D is for Dumb	1	X	X			:30
KVBC/Class - Got Class	13		X			:30
KVBC/Lowell Observatory	1				X	:20
KVBC/LV Natural History Museum	2				X	:30
KVBC/LVMPD	8			X		:15
KVBC/Narcotics Anonymous	1	X				:10
KVBC/Community Billboard*	3	X	X	X	X	:60
KVBC/Community Billboard*	8	X	X	X	X	:30
Total	43					

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Adult Issues

<u>Spot Title</u>	<u>Count /</u>	<u>Growth</u>	<u>Education</u>	<u>Crime</u>	<u>Lifestyle</u>	<u>Economics</u>	<u>Spot Length</u>
KVBC/Al-Anon	1			X	X		:15
KVBC/Baby Your Baby - Car Seat	1		X		X		:30
KVBC/Baby Your Baby - Poison	1		X		X		:20
KVBC/Baby Your Baby - Poison	5		X		X		:30
KVBC/Baby Your Baby - Shopping	3		X		X		:20
KVBC/Baby Your Baby - Shopping	6		X		X		:30
KVBC/Best Coalition - Grow Up	1		X				:10
KVBC/BEST Coalition - Smoke	2				X		:15
KVBC/CCSN	1		X			X	:15
KVBC/FOP Safe Haven Drop	8	X		X	X		:30
KVBC/Fraternal Order of Police	6			X			:30
KVBC/Class - Got Class	3		X				:30
KVBC/Lowell Observatory	1		X		X		:20
KVBC/LVMPD	10			X			:15
KVBC/NW 9/11/01 VHS-JS	4			X			:10
KVBC/NW 9/11/01 VHS-JS	18			X			:30
KVBC/T-5 - kvbc.com	1		X		X		:30
KVBC/T-5 - Teach	2		X		X		:30
KVBC/UNLV Boyd School of Law	6		X				:30
KVBC/Community Billboard*	1	X	X	X	X	X	:60
Total	81						

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February 2002

Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>PPressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/Best Coalition - Grow Up	1	X	X			:10
KVBC/Class - Got Class	3		X			:30
KVBC/Lowell Observatory	1				X	:20
KVBC/LVMPD	10			X		:15
KVBC/Community Billboard*	1	X	X	X	X	:60
Total	16					

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KVBC PUBLIC SERVICE ANNOUNCEMENTS

March 2002

Adult Issues

<u>Spot Title</u>	<u>Count /</u>	<u>Growth</u>	<u>Education</u>	<u>Crime</u>	<u>Lifestyle</u>	<u>Economics</u>	<u>Spot Length</u>
KVBC/Al-Anon	1			X	X		:15
KVBC/Baby Your Baby - Car Seat	18		X		X		:30
KVBC/Baby Your Baby - Poison	1		X		X		:20
KVBC/Baby Your Baby - Poison	13		X		X		:30
KVBC/Baby Your Baby - Shopping	1		X		X		:20
KVBC/Baby Your Baby - Shopping Cart	17		X		X		:30
KVBC/PSA Baby Your Baby - Early	1				X	X	:20
KVBC/PSA Baby Your Baby - Myth	7				X	X	:30
KVBC/BEST Coalition - Smoke	1		X		X		:15
KVBC/Boy Scouts of America	9	X					:30
KVBC/CCSN	2		X				:15
KVBC/FOP - Safe Haven Drop	26			X	X		:30
KVBC/Fraternal Order of Police	20			X			:30
KVBC/Habitat for Humanity	1	X			X		:10
KVBC/Inner City Games	16		X		X		:15
KVBC/LVMPD	5			X			:15
KVBC/Narcotics Anonymous	1			X			:10
KVBC/Pan Amer Health Org	1				X		:10
KVBC/PSA - Cirque 5K	43	X			X		:30
KVBC/PSA - CCSD Future Expo	4		X				:30
KVBC/PSA - EOB Generic	2	X			X		:30
KVBC/PSA - Station Salvation Army	15				X		:30
KVBC/PSA - Wag a Tail	13				X		:30
KVBC/T-5 - kvbc.com	5		X		X		:30
KVBC/T-5 - Teach	8		X		X		:30
KVBC/United Way	1	X			X		:30
KVBC/United Way - Displaced Workers	1	X			X		:30
KVBC/UNLV Boyd School of Law	26		X				:30
KVBC/Community Billboard*	4	X	X	X	X	X	:60
Total	263						

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March 2002

Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>PPressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/BEST Coalition - Praise	1	X				:20
KVBC/BEST Coalition - Grow Up	4	X	X			:10
KVBC/Boy Scouts of America	9				X	:30
KVBC/Class - Got Class	9		X			:30
KVBC/Inner City Games	16				X	:15
KVBC/LVMPD	5			X		:15
KVBC/Narcotics Anonymous	1	X				:10
KVBC/Community Billboard*	4	X	X	X	X	:60
Total	49					

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